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(72) Inventor: **Matsueda, Yojiro,**
c/o Seiko Epson Corporation
Suwa-shi, Nagano-ken 392-8502 (JP)

(74) Representative: **Sturt, Clifford Mark et al**
Miller Sturt Kenyon
9 John Street
London WC1N 2ES (GB)

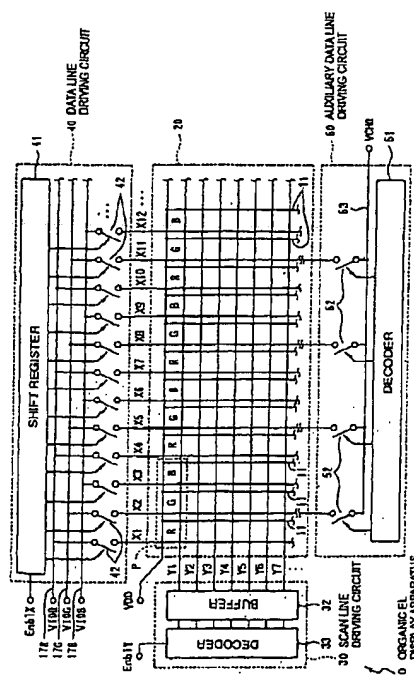
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(71) Applicant: **SEIKO EPSON CORPORATION**
Tokyo 160-0811 (JP)

(54) **Method for driving an electro-optical device, organic electroluminescent display device, and electronic apparatus**

(57) The invention seeks to reduce the power consumption of an organic electroluminescent display device. The organic electroluminescent display device includes organic electroluminescent elements corresponding to R, G, and B colors, holding capacitance, etc., which are disposed at intersections of data lines X1 to X12 and scan lines Y1 to Y7 which are arranged in a matrix manner, a data line driving circuit 40, and a scan line driving circuit 30. The scan line driving circuit 30 includes a decoder 33. An auxiliary data line driving circuit 50 is provided in addition to the data line driving circuit 40. The auxiliary data line driving circuit 50 includes a decoder 51, and a plurality of switching elements 52. First ends of the switching elements 52 are selectively connected to only the data lines X2, X5, and X8, of the data lines X1 to X12, which correspond to the organic electroluminescent elements capable of emitting green (G). Second ends of the switching elements 52 are connected to a power supply line 53 on which a character display voltage VCHR for causing the organic electroluminescent elements to emit light is fed.

(FIG. 1)



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